



WXYZ

ORDER

Print Date 11/12/12 Page 1 of 5

Flight Dates **10/16/12-10/22/12**

Contract / Revision **307163 /**

Original Date / Revision
08/06/12 10/31/12

Advertiser **MI Energy MI Jobs**

Agency **Byrum & Fisk**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product
MI Energy MI Jobs

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1570**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	88	\$83,087.50	\$97,750.00	0.00
Totals	88	\$83,087.50	\$97,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	88	\$83,087.50	\$97,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/16/12	10/22/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--		5				\$150.00		0.00			
E 2	WXYZ	10/16/12	10/22/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-1---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11-1---		3				\$400.00		0.00			
E 3	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 11/12/12

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Contract / Revision **307163** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 10/31/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**Product **MI Energy MI Jobs**Estimate # **1570**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00 NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	22222--					10	\$900.00		0.00		
E 4	WXYZ	10/20/12	10/20/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S-					1	\$250.00		0.00		
E 5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S-					1	\$350.00		0.00		
E 6	WXYZ	10/20/12	10/20/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S-					1	\$350.00		0.00		
E 7	WXYZ	10/21/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S					1	\$250.00		0.00		
E 8	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S					1	\$350.00		0.00		
E 9	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$350.00	P-4	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S					2	\$350.00		0.00		
E 10	WXYZ	10/16/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--					5	\$500.00		0.00		
E 11	WXYZ	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$400.00	P-4	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--					5	\$400.00		0.00		
E 12	WXYZ	10/16/12	10/22/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--					5	\$750.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/16/12-10/22/12		M-F 11a-12n		11am-12pm M-F	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
3	WXYZ	10/16/12-10/22/12		M-F 11a-12n		11am-12pm M-F	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
4	WXYZ	10/16/12-10/22/12		M-F 11a-12n		11am-12pm M-F	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
E 13	WXYZ	10/16/12	10/22/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--					5	\$500.00		0.00		



WXYZ

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Contract / Revision **307163** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 10/31/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**Product **MI Energy MI Jobs**Estimate # **1570**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 24	WXYZ	10/16/12	10/22/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M1111--	:30	5	\$750.00	P-4	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	11111--			5		\$750.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WXYZ	10/16/12-10/22/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
4	WXYZ	10/16/12-10/22/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
5	WXYZ	10/16/12-10/22/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
E 25	WXYZ	10/16/12	10/22/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-1111--	:30	5	\$250.00	P-4	0.00 NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	11111--			5		\$250.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	WXYZ	10/16/12-10/22/12		M-F 1205a-105a		1205am-105am	MTWThF----	:30		(\$250.00)		0.00 NM		
Credited														
E 26	WXYZ	10/16/12	10/22/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	11111--			5		\$150.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	WXYZ	10/16/12-10/22/12		M-F 106a-206a		106am-206am	MTWThF----	:30		(\$150.00)		0.00 NM		
Credited														
E 27	WXYZ	10/20/12	10/20/12	Late Fringe SA 1130p-230m Sa Greys	CM	1130pm-230am (12:00 XM-1:00 XM)	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	-----S-			1		\$250.00	0.00				
E 28	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am (12:00 XM-12:30 XM)	-----S	:30	1	\$550.00	P-4	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	-----S			1		\$550.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/16/12-10/22/12		Sports Update 1130-12m Su		1130pm-12am	(12:00 XM-12:30 XM)-----Su	:30		(\$550.00)		0.00 NM		
See MG 28.2 [sports update is at 1130p-12x]														
2	NXYZ	10/16/12-10/22/12		Sports Update 1130-12m Su		1130pm-12am	-----Su	:30		\$550.00		0.00 NM		
Ⓜ MG for 28.1 10/21														
E 29	WXYZ	10/22/12	10/22/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	M-----			1		\$10,000.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/16/12-10/22/12		MO 8-10pm Dancing		8-10p	M-----	:30		(\$10,000.00)		0.00 NM		
Credited														
E 30	WXYZ	10/16/12	10/16/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$7,500.00	P-4	0.00 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/16/12	10/22/12	-T-----			1		\$7,500.00	0.00				

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	WXYZ	10/16/12	10/16/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$7,500.00	P-4	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-T-----		1				\$7,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/16/12-10/22/12		Tuesday Prime B		9-10pm Tuesday	-T-----		:30	(\$7,500.00)		0.00	NM		
	See MG 30.2 [program change - Political Debates]														
2	NXYZ	10/22/12-10/22/12		Detroit Lions Football		830-1130p	M-----		:30	\$20,000.00		0.00	NM		
	Ⓜ MG for 30.1 10/16														
E 31	WXYZ	10/17/12	10/17/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesday	-W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	--W----		1				\$5,000.00		0.00			
E 32	WXYZ	10/18/12	10/18/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	---T---		1				\$4,000.00		0.00			
E 33	WXYZ	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	----F--		1				\$2,000.00		0.00			
E 34	WXYZ	10/20/12	10/20/12	ABC Saturday Night Football ABC's Saturday Night Football	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-		1				\$3,000.00		0.00			
E 35	WXYZ	10/21/12	10/21/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S		1				\$3,000.00		0.00			
Totals														88	\$97,750.00